



Time to electrify your parking facility?

Everything you need to know to get started

E-mobility spurs new fueling behavior

Join the movement to help shape the future of parking



EV growth creates opportunities for parking operators

Electric vehicles (EVs) are gaining momentum. According to BloombergNEF (BNEF), global passenger electric vehicle sales grew 73% in Q3 2022 compared with Q3 2021.¹

BNEF predicts that EVs will make up nearly 30% of new vehicles sold by 2025 in North America and Europe and that by 2040, we'll see sales of 60 million EVs globally.² That's a lot of drivers who will need places to charge their EVs.

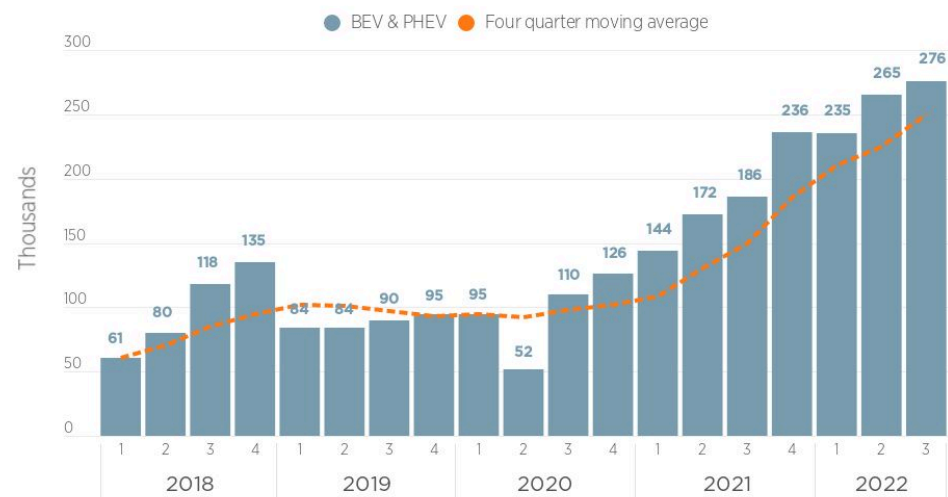
A new way to fuel

As EVs become more mainstream, the way people fuel their vehicles is changing. Rather than make an additional stop to put gas into their car, EV drivers can charge their vehicles by simply plugging in while they are going about their daily activities. That's why EV charging infrastructure is greatly needed in areas where people normally park their vehicles to shop, work, go to appointments, run errands and attend events.



Globally, between April and June 2022, 1 in 10 cars sold were electric.³

North American passenger EV sales



Source: BloombergNEF, Marklines, automakers, vehicle registration agencies. Note: Covers the U.S. and Canada only. EV sales include BEV and PHEV sales.

1 BNEF, Q4 2022 Electrified Transport Market Outlook, December 2022

2 BNEF Electric Vehicle Outlook 2022

3 BNEF, Q3 2022 Electrified Transport Market Outlook, August 2022



As of July 2022, there were over 15,000 managed parking facilities in the United States and 15 million public parking spots.⁴ Currently, only 45,000 of those spaces offer EV charging. To meet the expected increase in EV drivers, roughly 400,000 more public parking spots in the United States will need to be electrified by 2025.⁵

These numbers add up to big opportunities for parking operators to stay competitive and attract new drivers by offering an all-inclusive parking experience that includes EV charging.

⁴ IBISWorld Industry Report: Parking Lots & Garages in the U.S.

⁵ BNEF EV Fleet & Sales Projects; NREL EV Infrastructure Data



Municipalities expand EV charging infrastructure

To address the growing demand for EV charging and to meet sustainability goals, many cities are introducing ordinances that require public parking operators to provide EV charging to customers.

San Francisco

The City and County of San Francisco passed the Commercial Garage Electric Vehicle Charging Ordinance requiring publicly accessible commercial parking garages and lots with more than 100 parking spaces to install EV charging stations at 10% of parking spaces by Jan. 1, 2023.

Broomfield, Colorado

To help meet its goals of reducing greenhouse gas (GHG) emissions by 26% by 2025, 50% by 2030 and 90% by 2050, the Broomfield City Council voted to amend the municipal code to include electric vehicle infrastructure requirements for a portion of all parking within new developments beginning Oct. 1, 2022.

Vancouver, British Columbia

To encourage the installation of more EV charging infrastructure across Vancouver, the city updated its business license fees for gas stations and commercial parking lots. Beginning January 2025, the annual fee for these businesses will increase to \$10,000 (Canadian), but fueling stations and parking operations that have installed a minimum number of EV chargers will pay a significantly lower fee, similar to what they pay today.



Even if your region has not yet implemented an EV charging mandate, now is clearly the time to electrify your parking facility. Getting ahead of requirements can ensure that your parking business remains competitive and will allow you to help shape the future of parking.

Why now is the time to add EV charging

Meet growing demand, diversify revenue and create a seamless parking experience



Scale to meet soaring demand for EV charging

Mandates and city ordinances may require you to offer EV charging in a certain percentage of your parking spots by a certain date. But getting ahead of the EV curve by offering charging services even before city deadlines hit can position your business as an innovative leader.

New EV drivers will seek out your services, and your current customers will have confidence they can enjoy a seamless, familiar parking experience as they convert to electric.

Stay competitive with an EV charging solution that allows you to scale as demand grows:

- + Track charging station usage, so you know how and when to expand your solution to meet customers' changing needs.
- + Use power management software to share energy between charging stations.
- + Implement flexible infrastructure that will allow you to add charging stations seamlessly as demand grows.

¹ BloombergNEF, Q3 2022 Electrified Transport Market Outlook

² BloombergNEF, Electric Vehicle Outlook Interactive Dataset, June 1, 2022



Global passenger EV sales are expected to reach 10.6 million by the end of 2022.¹ Adding EV charging services to your parking portfolio positions your business for success in this rapidly expanding segment.



93% expected growth in global passenger EV sales from 2022 to 2025²

Diversify service offerings to drive new revenue

In light of the global pandemic of recent years, dramatic inflation and other economic uncertainties, many businesses are focused on how to diversify their revenue. As a parking operator, EV charging gives you a great way to create a new revenue stream and gain a competitive edge in a growing market.

A comprehensive charging solution allows you to modify pricing for charging sessions to not only cover your electricity costs but also generate revenue. Enhance your parking solutions by transforming your parking facility into a multi-use parking and fueling space:

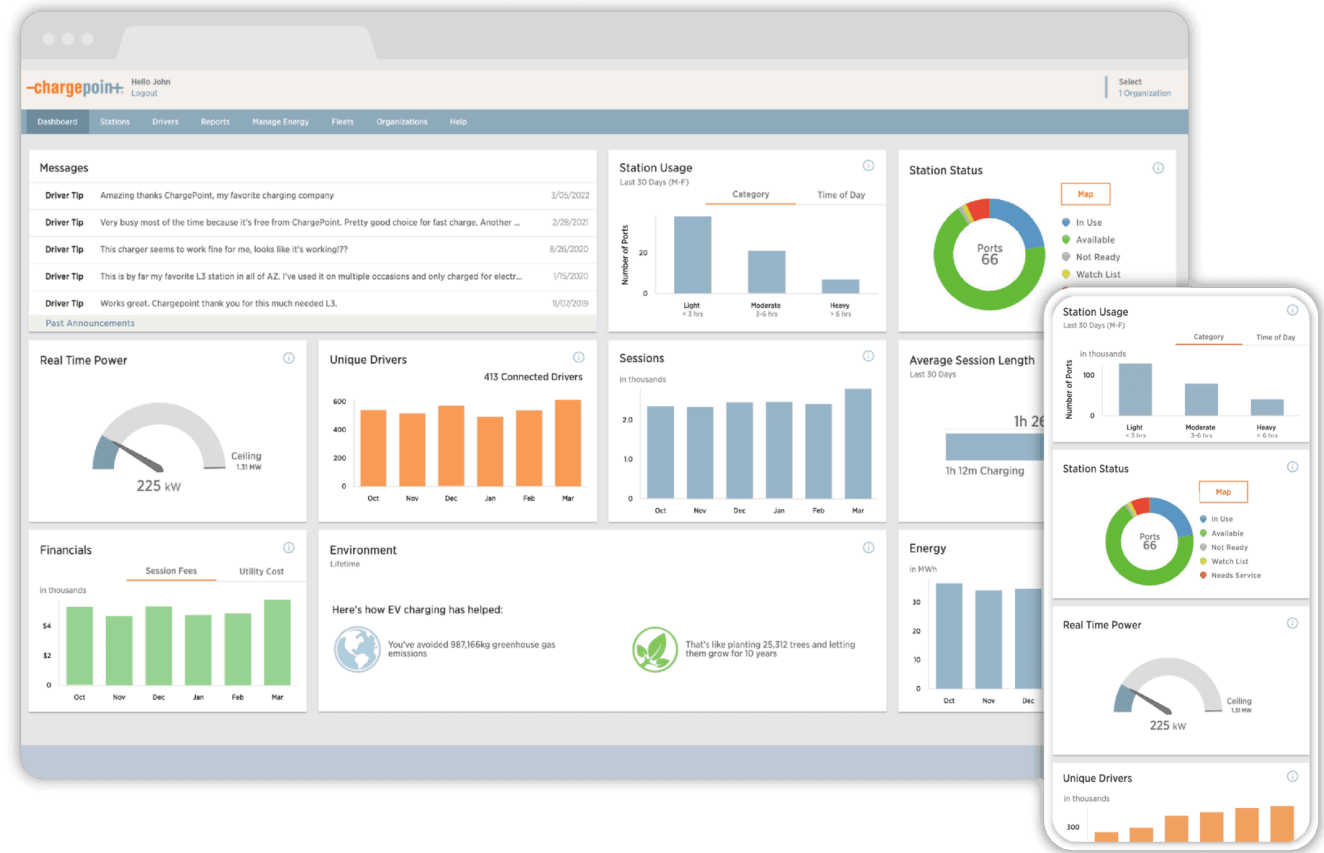
- + Attract new EV drivers by integrating your charging system with popular driver apps.
- + Set the charging price to meet your and your clients' revenue goals.
- + Provide a seamless payment system to make paying easy for drivers.
- + Dynamically price services based on demand.
- + Pass costs and revenue on to your clients with a monthly subscription service.



Keep costs down

Control operational costs by increasing efficiency through integrated technologies that allow you to seamlessly add EV charging to your mix of parking services. Use cloud-based EV charging management software to streamline operations:

- + Manage EV charging alongside existing parking systems using a single intuitive platform.
- + Match incoming vehicles with open charging spots.
- + Guide drivers to free spaces.
- + Reduce congestion in your parking facility.
- + Track usage to scale strategically.



Control operational costs by increasing efficiency through integrated technologies.

Create a seamless parking experience for customers — and your team

Attract new drivers and satisfy the evolving needs of existing customers by offering a complete parking experience for every driver. A comprehensive EV charging solution includes not only charging station hardware but also scalable software and services to ensure that every customer has a seamless experience. Integrated technologies make it easy for your team to manage EV charging alongside your other parking operations.

Complete your parking solution portfolio with EV charging tools that set you up for success and keep customers coming back to plug in:

- + Integration with driver apps to make it easy for people to locate your stations and reserve a charging spot
- + Real-time and downloadable customer and charging insights
- + API-integrated systems that allow customers to pay for charging and parking at the same time
- + Support hotline for drivers who need help with charging



Cloud-based solutions developed with the Open Charge Point Protocol (OCPP) allow you to easily integrate EV charging into existing parking systems and manage your entire parking operation efficiently.

Now is the time to transform your parking facility

With burgeoning EV sales, increased demand for charging and mandates looming on the horizon, it's a great time to add EV charging to your parking operations. The availability of federal, state and local incentives makes it more affordable than ever to join the e-mobility movement today.

Find incentives for EV charging infrastructure

Currently, over \$1 billion in EV charging incentive funding is available in North America. Federal, state and local agencies as well as utilities offer an array of [tax credits](#), [rebates](#) and [grants](#) that can help you enhance your parking services with EV charging.

[State incentives](#) vary by region and according to the type of EV charging solution you're interested in. [Federal tax credits](#) are also available.





Run a valet service?

Enhance your valet offerings by including EV charging services. Charging management software empowers your valet team with tools to help them easily find available charging ports and keep track of charging status alongside existing valet parking systems.

ChargePoint has got you covered

Everything you need to electrify your parking facility



Networked charging streamlines parking management

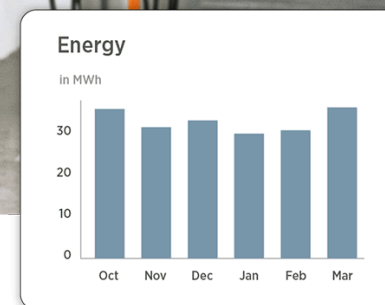
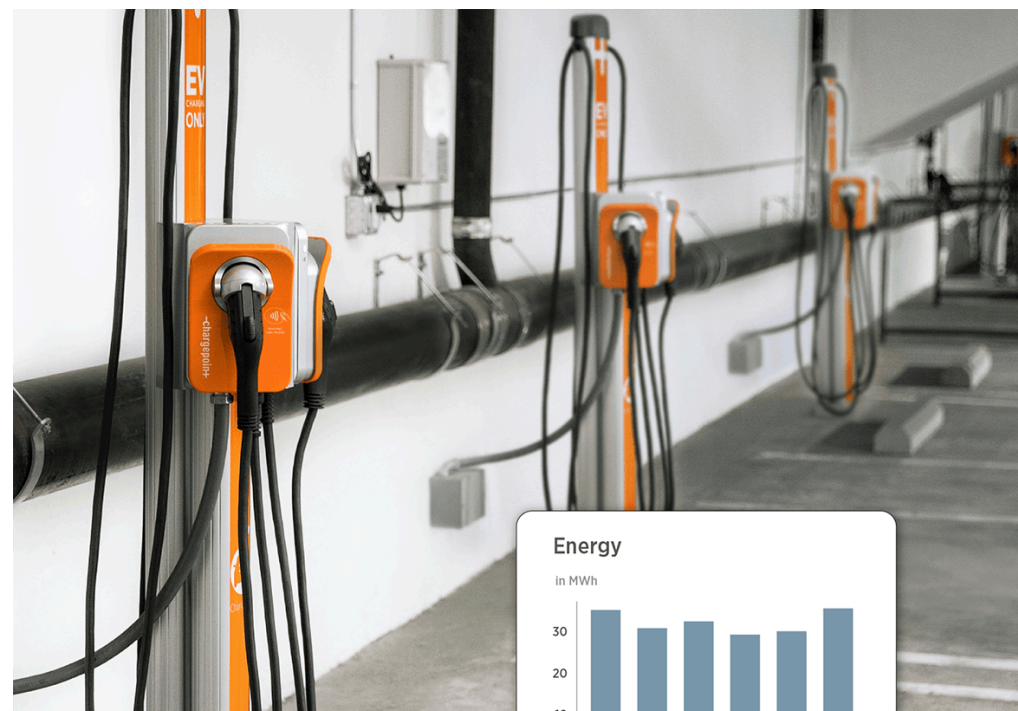
ChargePoint® networked EV charging solutions give you the visibility and control you need to tailor a comprehensive charging program for your parking facility today, with the ability to scale as your customers' needs evolve.

Manage energy usage

Easily monitor energy usage in real-time and set a power ceiling to avoid expensive utility demand charges. Use power-sharing software to dynamically share electricity between stations to charge more vehicles with less energy, keep operating costs down and avoid infrastructure upgrades as your needs change.

Make charging easy for drivers

The top-rated ChargePoint app gives drivers access to the nation's leading EV charging network, making it easy to find available charging spots at your parking facility. The Waitlist feature allows them to get in line for a charger and receive a notification when it's available. Connections lets drivers easily join parking facility loyalty programs and receive special pricing offers. Expert support is available specifically for drivers, freeing up your team to take care of other tasks. The app also provides helpful navigation and a Tap to Charge feature for contactless charging.



Control station features

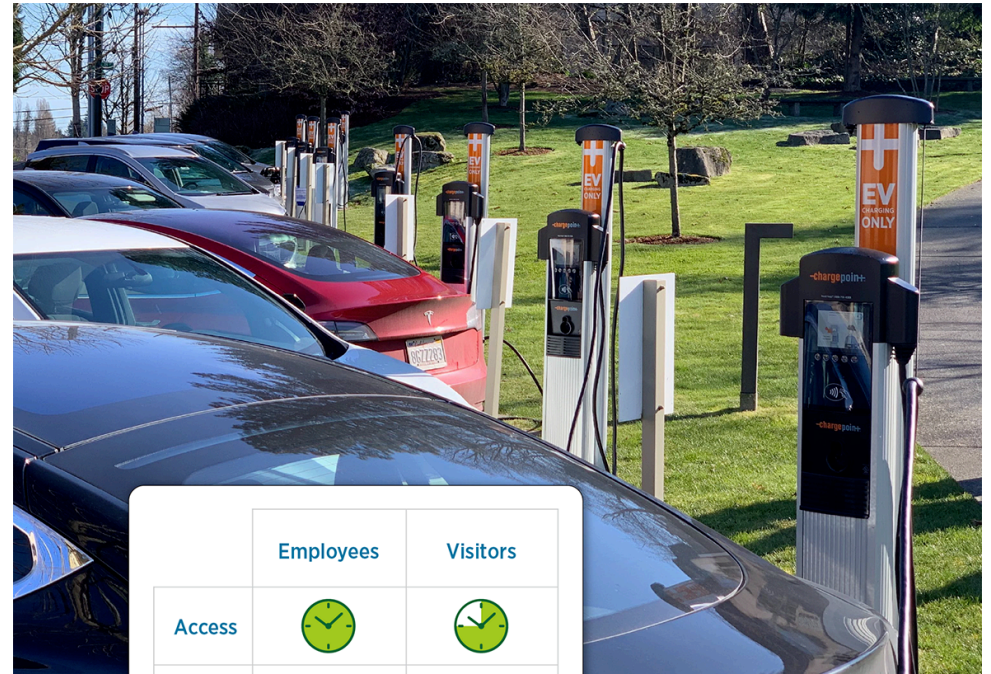
Cloud-based software gives you total control over charging station features. Pricing controls allow you to set fees according to different user groups, and comprehensive access controls enable you to limit station use to designated customers or restrict public usage for safety and security purposes when your site is closed. The Connections feature helps draw drivers to your loyalty program and allows you to integrate customer charging data and other information into parking systems such as enforcement. The Valet feature in the ChargePoint Cloud Dashboard empowers your valet team to efficiently serve more EV-driving customers.



Pricing and access controls allow you to set fees and limit station use according to different user groups.

Run detailed reports and analytics

More than 35 prebuilt charts and reports empower you to understand station usage. Get automated reports on energy use, session fees, utility costs, station health, environmental impact and more. Share information with stakeholders to meet regulatory requirements and analyze charging as it relates to your overall operations. Use the ChargePoint Cloud Dashboard to track customer charging behavior and understand their evolving needs to scale your charging solution strategically. Track financial data and run stakeholder reports on charging revenue as well.



	Employees	Visitors
Access		
Price	\$	\$\$

How ChargePoint can support you every step of the way

ChargePoint has the expertise to ease the process of getting your parking operation on the road to electrification. Our comprehensive solutions include hardware, software and services for all parking situations.

Site planning and installation. ChargePoint brings years of experience in planning and implementing EV charging infrastructure, providing the peace of mind you need when embarking on an electrification project. Partner with us to design an EV charging implementation that best fits your parking facility needs and parking garage building codes. Deploy your solution with the help of a nationwide network of ChargePoint-certified installers specifically trained to implement EV charging solutions that can scale to meet the needs of your evolving parking operation. Get help with everything from permitting and construction to installation and configuration.

Finance options. We've got your back when it comes to finding the best way to pay for your new charging infrastructure. We'll provide you with a thorough estimate upfront and can offer expert guidance on available grants and rebates in your region, including federal, state or local incentives; utility programs; and tax credits.



Integrated solutions. ChargePoint solutions were designed to be flexible. We'll work with you to tailor an EV charging implementation that integrates with your existing parking management systems. Offer a seamless parking experience to customers — and your on-site team — with our open API and more than 40 software integrations.

Rigorous testing. We put every one of our charging stations through the paces before they hit the market, ensuring that our hardware design is safe and reliable — and able to withstand the elements.



ChargePoint partners with over 10,000 certified installers across North America.

At our Advanced Test Facility, we conduct mechanical, environmental and operational stress tests on both subsystems and fully assembled chargers. Your customers can expect maximum station uptime and a reliable charging experience. And you can have peace of mind.

Subscription service. Avoid a high upfront capital investment by choosing a monthly subscription service. ChargePoint as a Service® makes it easy to add EV charging to your parking solution portfolio, with flexible pricing models designed to meet a variety of business needs. Your subscription includes charging station hardware, cloud-based software, site validation, installation and activation, as well as ongoing proactive monitoring, maintenance and 24/7 support with the ChargePoint Assure® warranty package. Best of all, you'll save time and money with minimal overhead and predictable operational expenses.

Comprehensive support. Count on world-class service and support to meet your needs at every stage of your electrification journey. Get proactive monitoring, 24/7 driver support and one-day technical assistance, ensuring always-available charging and hassle-free resolution of unexpected issues.

Don't wait

With increased EV adoption, municipal EV charging mandates and the amount of incentive funding available today, there's never been a better time to electrify your parking operation. With ChargePoint on your side, you'll deliver an all-around better parking experience — and build a better business.



Electrify your parking business

Drive new revenue and meet growing demand for EV charging.

Connect with a ChargePoint expert

